



LUNCH by the YARRA

Sponsorship Proposal

Friday 9 February 2024
ZINC at Federation Square

*Raising funds and awareness
to fight pancreatic cancer*

Epworth
Medical
Foundation



Introduction

Epworth Medical Foundation is pleased to invite you to become a sponsor of the second **'Lunch by the Yarra: raising funds and awareness to fight pancreatic cancer'** to be held on Friday 9 February 2024 at ZINC at Federation Square.



'Lunch by the Yarra' celebrates the notion of coming together in Melbourne, one of the most liveable and beautiful cities in the world, for an afternoon of fun, hospitality and entertainment, all to support the cause of finding new and better ways to treat and care for pancreatic cancer patients.

As well as creating awareness and providing insight into pancreatic cancer and care, 'Lunch by the Yarra' will showcase an iconic Melburnian personality who will share their story and their love for our city.

Funds raised from this event will support the purchase of new advanced medical equipment, enable ground-breaking research and continue to improve patient experiences to ensure that patients of the Jreissati Pancreatic Centre at Epworth receive the best possible care.

We are delighted to extend this invitation to sponsor 'Lunch by the Yarra', and outline in this proposal the opportunities and recognition we can extend in return for your generosity.

Event Overview

Aim

To create awareness and raise funds to fight pancreatic cancer

Master of Ceremonies

Emily Rice
Senior Medical Reporter, Channel 9

Guest Speaker

Scott Cam
Television Presenter
Host of The Block

Date

Friday 9 February 2024
12.00noon - 4.00pm

Venue

ZINC at Federation Square
Corner of Flinders and Swanston
Street, Melbourne

Dress code

Summer luncheon attire

Audience

500 guests including community leaders, business professionals, leading philanthropists, senior clinicians and benefactors

Proceeds

All funds raised will go towards the Jreissati Pancreatic Centre at Epworth with the goal of ultimately improving patient care and creating better outcomes for those experiencing pancreatic cancer



Background

About Epworth HealthCare

Epworth HealthCare is Victoria's largest not for profit private hospital group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

The group provides acute medical and surgical services, sub-acute care, diagnostics and rehabilitation to more than 133,000 inpatients and 156,000 outpatients each year. Epworth is a leader in cardiology, oncology, maternity, urology, gastroenterology, orthopaedics, rehabilitation and mental health.

The organisation has five divisions employing over 7,000 staff with 3,000 accredited medical specialists and 1,000 affiliated general practitioners across Victoria.

About Epworth Medical Foundation

Epworth Medical Foundation was established in 1982 to generate much-needed philanthropic support for the activities and equipment needs of Epworth HealthCare.

Our goal is and always has been to ensure patients at Epworth receive the best possible care and outcomes. Therefore, funds we raise are used to contribute to and improve the excellence in medical care provided by Epworth HealthCare.

Epworth is an outstanding healthcare organisation but, if we are to achieve our mission of becoming one of the world's truly great academic and teaching hospitals, we rely on philanthropic support.

Donations made to the Epworth Medical Foundation make a real and positive difference to the health and wellbeing of patients and their families.

The Foundation is registered as a Deductible Gift Recipient with the Australian Tax Office.



About the Jreissati Pancreatic Centre at Epworth

Pancreatic cancer is the eighth most diagnosed cancer in Australia. In 2020, it was estimated that 3,933 people would receive a pancreatic cancer diagnosis. This would account for 2.7% of all cancer diagnoses in the country, yet by 2030 it is expected pancreatic cancer will be Australia's second biggest cancer killer.

The five-year survival rate of pancreatic cancer is less than 10% which is significantly lower than prostate cancer (a 95% 5-year survival rate) and breast cancer (a 91% 5-year survival rate). It is clear that this disease requires focused investment and research.

The Jreissati Pancreatic Centre is 100% funded by the generosity of donors who share our vision to provide hope and improve the life expectancy and prognosis for people with pancreatic cancer.

The Jreissati family knows the fear and uncertainty that follows a pancreatic cancer diagnosis. Knowing the impact it has had on

their family, the Jreissati's wanted to change the patient and family experience for others. This has led to the establishment of the Jreissati Pancreatic Centre at Epworth.

The vision for the Centre is to:

- provide centralised care by having health professionals available in one place
- aim for patients to see a specialist within 3 days of their suspected diagnosis
- patients will have a nurse coordinator assigned to them who will be their point of contact throughout the treatment process
- provide the tools and education general practitioners (GPs) need to help identify pancreatic cancer earlier. Early diagnosis is the key with this cancer
- create a centralised knowledge base on the disease that offers the same information to everyone in Australia and to the world
- pioneer new diagnosis and treatment options for people with pancreatic disease.

What sets the Jreissati Pancreatic Centre at Epworth apart from other organisations in Australia is its structure. The centre comprises of three distinct parts:

1. Clinical care

Essential when trying to achieve better patient outcomes, this specialist centre offers centralised care for pancreatic disease. This means that patients can access all the different healthcare professionals needed for your care within our centre and hospital network. Overseas studies support the theory that centralised care improves patient outcomes. Having patients come through one main centre increases case volume, which in turn increases clinical expertise. This expertise leads to breakthroughs that will improve patient procedures and treatment in the future.

2. Patient experience

A pancreatic cancer diagnosis is an emotional time, and it raises many questions. Knowing who you can turn to for support is important. Once a patient is referred to the centre, they will meet our pancreatic nurse coordinator. They'll be a patient's first point of contact relating to their care at Epworth and will be able to answer any questions that a patient or their family has.

3. Research

There has been little improvement in patient outcomes because pancreatic cancer has not received the same level of research funding as many other cancers. To change the future of pancreatic cancer, the centre will be run research studies and clinical trials for pancreatic disease.

Corporate Sponsorship Opportunities

Major Sponsor – \$25,000

Associated benefits:

- Two tables of ten seated in prominent location
- Brand signage on two tables
- Full page advertisement in the event program
- Brand acknowledgement in the event program
- Brand acknowledgement on front cover of program
- Audio-visual brand acknowledgement during the event
- Key Epworth HealthCare staff seated at your table (optional)
- Acknowledgement by the host during the function
- Dual frequency logo on event media wall
- Corporate photo opportunity
- Acknowledgement on Epworth social media
- Acknowledgement on the EMF website
- Promotional video played at event (optional)



Associate Sponsor – \$11,000

Associated benefits:

- One table of ten seated in prominent location
- Brand signage on one table
- Half page advertisement in the program
- Brand acknowledgement in the event program
- Audio-visual brand acknowledgement during the event
- Key Epworth HealthCare staff seated at your table (optional)
- Acknowledgement by the host during the function
- Dual frequency logo on event media wall
- Corporate photo opportunity
- Acknowledgement on the EMF website



Table Sponsor – \$5,500

Associated benefits:

- › One table of ten at event
 - › Brand signage on one table
 - › Brand acknowledgement in the event program
 - › Audio-visual brand acknowledgement during the event
 - › Corporate photo opportunity
 - › Acknowledgement on the EMF website
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Further information

**To discuss these sponsorship opportunities
or for more information about the event
please contact:**

**Georgia Innes-Irons
Event Specialist**

Epworth Medical Foundation

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